



## RESULTS:

**8** car sales influenced by Digital Air Strike's VDP Power Social in one month

**1,243** clicks to the dealership's VDPs

**20,103** Free Facebook carousel ad impressions

## DIGITAL AIR STRIKE'S VDP POWER SOCIAL HELPS THE LUXURY COLLECTION WALNUT CREEK SELL MORE CARS DURING COVID-19

### Goal:

The Luxury Collection Walnut Creek in Walnut Creek, California wanted to drive website traffic as part of its digital strategy and ultimately sell more luxury vehicles, such as Lamborghinis, Maseratis and Bentleys.

### Solution:

- ✓ Digital Air Strike launched a VDP Power Social campaign on Facebook that showcased several vehicles.
- ✓ The ad linked to a branded search results page where car buyers could explore other vehicles.
- ✓ The double-opt in technology encourages buyers to click to the dealership's VDPs.
- ✓ The dealership only paid for traffic that reached its VDPs.
- ✓ VDP Power Social exceeded the dealership's monthly goal by 149%.

## DIGITAL AIR STRIKE'S DIGITAL STRATEGY SELLS CARS

This is not a 'set and forget' company! They keep in contact with their clients and monitor what is working for us, which is especially helpful at our multi-brand store. They offer a variety of services, from customer interaction programs to digital marketing tools, all of which are user-friendly and well-integrated. Digital Air Strike is our long-term partner.

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